

Data Flow Diagram

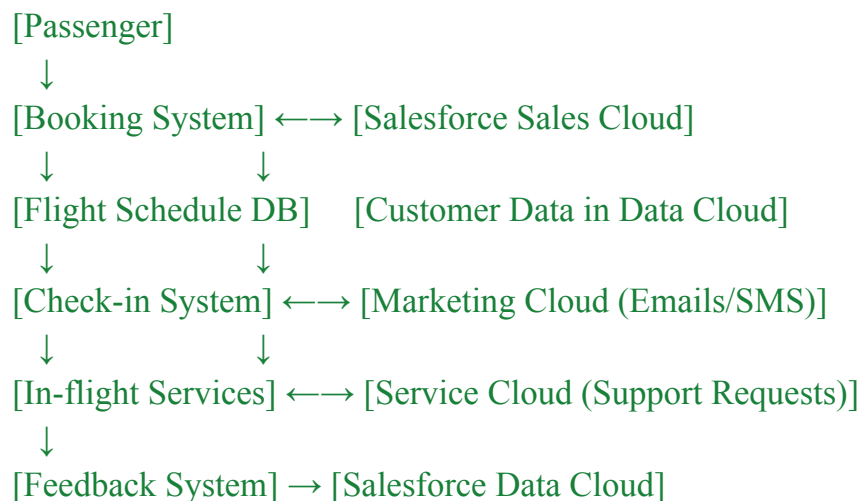
What Is a Data Flow Diagram (DFD)?

A Data Flow Diagram (DFD) shows how data moves between different parts of the system. In the context of Salesforce and airline management, it helps visualize how passenger information, booking data, and service requests flow through the system.

Purpose of the DFD in Airline Management

- Understand how data travels from user actions (like booking a flight) to Salesforce systems.
- Identify how different Salesforce clouds interact (Sales, Service, Marketing).
- Improve efficiency and data accuracy in passenger experience.

Basic DFD (Level 0) for Airline Management in Salesforce



Key Data Flows

From	To	Data Type
Passenger	Booking System	Flight search, booking info
Booking System	Salesforce Sales Cloud	Ticket details, customer details

Salesforce	Marketing Cloud	Reminders, promotions
Check-in	Service Cloud	Issues, support tickets
Feedback Form	Data Cloud	Ratings, comments

Salesforce Clouds Involved

- **Sales Cloud** – Stores passenger bookings & profile info
- **Service Cloud** – Handles complaints, support requests
- **Marketing Cloud** – Sends emails, check-in alerts, offers
- **Data Cloud** – Centralizes all data for analysis (360° view)



Benefits of This DFD

- Shows data interaction between airline systems and Salesforce
- Helps in system design, troubleshooting, and integration
- Ensures all customer interactions are tracked and automated